



EMORY



sustainability initiatives

Application

1. How does your project address one of the core elements of the Break Free from Plastic Pledge (highlight one or more element listed below)?

- o implementing strategies to annually reduce single-use plastic use;
- o using viable alternatives to single-use plastic and implementing purchasing guidelines to eliminate the procurement of unnecessary single-use plastic in the future;
- o investing in education, resources, and infrastructure to reduce single-use plastic use on individual and institutional levels;
- o and increasing effort to eliminate plastic bags, plastic straws, and Styrofoam on campus in accordance with Atlanta’s Ordinance 19-O-1418.

2. Team and Project Information: fill out the chart below.

| | |
|--------------------------------------------------------------------|--------------------------|
| Team Leader | Madelyn Hill |
| Title of Project | Plastic Free Goodie Bags |
| Funding Amount Requested (Maximum \$5,000) | \$4,826.25 |
| Associated Department, Lab, Office, or Student Organization | Plastic Free Emory |
| Building and Room Number | N/A |

3. Project Personnel: For each team member, please submit the following information:

| Name | Role | Email Address |
|---------------------|--------------|-------------------------------|
| Ashritha Kalakuntla | Co-President | Ashritha.kalakuntla@emory.edu |
| Madelyn Hill | Co-President | Madelyn.hill@emory.edu |

4. Provide a short summary (2-3 sentences) of each team member's skills and experiences as relevant to the completion of the proposed project. If your project requires any guidance, approval, or partnership from parties beyond the team described here, please identify those parties and needs.

Madelyn and Ashritha are both Co-Presidents of Plastic Free Emory: a student organization dedicated to phasing out single-use plastics on Emory's Atlanta and Oxford campuses. Both team members are experienced in identifying viable alternatives to single-use plastics and educating students on plastic reduction.

The only partners that will be necessary for this project are orientation staff, who will be contacted to determine routes by which our goodie bags will be distributed to first-year students.

5. Is this project being proposed by a student and/or implemented by an all-student team?

Yes, this project is being proposed and implemented by an all-student team.

6. If the application is an all-student team, please provide the contact information for your faculty/staff advisor below after getting their consent.

Faculty/staff advisor's name: Dr. Carolyn Keogh

Email: carolyn.keogh@emory.edu

Faculty/Staff advisor expectation: As an advisor to this project, I accept the role of guiding this student or student team as they develop a proposal, as they respond to additional requests from the Office of Sustainability Initiatives Team, as they implement their project, and as they complete a final report.

Date of faculty/staff advisor's acknowledgement of this expectation:
April 15, 2026

7. Project Description: Provide a detailed description of the goals, activities, methods, and success indicators of the proposed research, project, or behavioral change.

Plastic Free Emory seeks to increase student awareness of and access to sustainable alternatives to single-use plastics on campus. Our goal is to equip incoming first-year students with practical, reusable items as they establish habits and routines at Emory. By distributing these sustainable items during orientation alongside targeted education from Orientation Leaders about campus waste streams, we aim to reduce plastic waste at the

source and foster a culture of sustainability from students' very first days on campus. Success will be measured through pre- and post-distribution surveys tracking students' self-reported knowledge of waste streams and frequency of reusable product use.

- 8. Project Timeline:** Project teams will be notified on a rolling basis about funding of their proposals. All funds must be expended by June 26th, and all projects must be completed by August 31st, 2026. With these parameters in mind, please provide a detailed timeline for project implementation and completion.

May – June 2026: Purchase all sustainable supplies for goodie bags; confirm logistics for orientation week distribution.

July – August 2026: Assemble goodie bags; coordinate with orientation staff to secure a distribution opportunity; prepare educational materials on campus waste streams and sustainable habits.

Orientation Week (August 2026): Distribute goodie bags to incoming first-year students; share information about Emory's waste streams and the purpose behind each item; deploy a baseline survey to assess students' current knowledge of plastic waste and usage of reusable products.

September – October 2026: Administer first follow-up survey to measure changes in reusable product usage and sustainability awareness since orientation.

January 2027: Administer second follow-up survey to assess long-term behavior change and collect feedback on the program for future iterations.

- 9. Project Outcomes:** Provide a list and/or description of outcomes should the project be successful. For example, answer the question “How will you demonstrate to campus community members that your proposed project has been successful and advanced Emory’s sustainability goals?” Proposals with clear and compelling outcomes are more likely to be selected for award.

If successful, this project will produce the following outcomes:

Tangible impact: Sustainable goodie bags distributed to all incoming first-year students on the Atlanta campus, directly reducing demand for single-use plastics and contributing to Emory's plastic-free and waste-reduction goals.

Measurable behavior change: Pre- and post-distribution surveys will allow us to track increases in reusable product usage and student knowledge of campus waste streams. We will report these findings to the Office of Sustainability Initiatives as evidence of program impact.

Long-term habit formation: By reaching students during orientation (before single-use habits are established) we aim to create lasting sustainable behaviors that compound over each student's four years at Emory.

Community awareness: Our sustainable goodie bags and resources, alongside information shared by Sophomore Advisors, Resident Advisors, and other orientation leaders, will introduce students to Emory's waste infrastructure, making them more informed participants in campus sustainability efforts.

We will consider the project a success if follow-up surveys show a meaningful increase in both reusable product usage and sustainability knowledge compared to baseline — and we will share these results publicly to demonstrate the program's value to the broader Emory community.

Commented [SJ1]: I'm just referencing how they usually talk about waste streams and sorting on campus during orientation, but we can also try to include resources/a QR code to some info sheets too maybe?

10. Budget: In the chart below provide an itemized description of expenditures with short explanations and justification. \$5,000 is the maximum for requesting funds.

Where possible, please develop your budget via products available from Emory Express or Emory-approved vendors. This can increase negotiated rebates to Emory, reduce post-award delays, ensure we do not pay sales tax unnecessarily, and provide other benefits.

| Item Description (Please include details on the specific item desired, with relevant information like make, model #, size, etc.) | Website link to item (if applicable) | Unit Cost | Unit Count | Total Cost |
|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-----------------------------------|------------|------------|
| Reusable utensils | Link | \$43 for pack of 50 | 1,500 | \$1,290 |
| Bamboo toothbrushes | Link | \$7.29 for 12 | 1,500 | \$911.25 |
| Customizable drawstring bags | Link | \$1160 for 1000 and \$640 for 500 | 1,500 | \$1,800 |

| | | | | |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------|-------|----------|
| Sustainable laundry detergent sheets | Link | \$100 for 500 | 3,000 | \$600 |
| Envelopes for sustainable laundry detergent sheets | No link available; direct quote from contact at Generation Conscious (G.L. - CEO and founder) | \$0.15 for 1 | 1,500 | \$225 |
| Total Request | | | | 4,826.25 |

11. Budget Explanation and Justification: In this section, please carefully explain the need and use for each item listed in the table above. If you already have received partial funding for this project from another entity, please list that entity below and which aspects of the project are already funded. If uncertainties exist in project budget, please note them here. Projects with incomplete budgets or justifications will not be considered for funding.

Each of these items is provided to increase students' knowledge and use of reusable items as well as to reduce plastic waste on campus. Specifically:

- Reusable utensils – will help students reduce waste related to take-out food from restaurants and campus dining locations like Cox Hall.
- Bamboo toothbrushes – will curtail waste generated from petroleum-based, non-biodegradable plastic toothbrushes, without compromising quality.
- Laundry detergent sheets & envelopes with usage instructions – will reduce plastic packaging waste related to detergent containers, as well as reduce waste, microplastic pollution, and problems associated with using too much detergent in washing machines.
- Cloth drawstring bags – will hold sustainable materials and serves as an alternative to plastic drawstring bags.

12. If any of the items listed in your budget proposal cannot be purchased through Emory Express or another Emory-preferred vendor, please explain why below.

The items included in our budget — reusable utensils, bamboo toothbrushes, drawstring bags, laundry detergent sheets — are not available through Emory Express or other Emory-preferred vendors, as these vendors do not carry sustainable consumer goods of this nature. We have sourced these items through alternative vendors that offer competitively

priced, high-quality sustainable products, allowing us to maximize the number of students we can reach within our budget.

13. Projects that propose the installation of items in buildings or on Emory grounds may require approvals from relevant departments or entities, including and up to, the Board of Trustees. If your project may require such approval, please describe below whether those approvals have been received, or demonstrate how they will be pursued, within the timeframe of the grant.

N/A

Applicant Acknowledgements

Please initial to indicate that you have read and understand all guidance in this application.

Initials

Please initial to confirm that your submitted budget totals to no more than \$5,000.

Initials

Please list any questions or concerns you have in complying with the project guidelines and limitations.

Please submit your completed application in this Word document via email to emorysustainability@emory.edu by or before Friday, May 15, 2026.

On behalf of the OSI team, thank you for your time and effort! Emory is a better place because of innovators like you!